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All smokers inhale— *at least some of the time*

SOME smokers inhale always — some only now and then—and when they do, isn't it true that exposure to irritation increases? Important, therefore, to smokers is this proved* Philip Morris advantage:

"ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND BY RECOGNIZED LABORATORY TESTS TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS! FURTHER — THE IRRITANT EFFECT OF SUCH CIGARETTES WAS OBSERVED TO LAST MORE THAN FIVE TIMES AS LONG!"

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Ave., New York

*Facts from: Proc. Soc. Exp. Biol. & Med. 1934, 32, 241-243; N. Y. State J. of Med. Vol. 37, No. 11, 1936; Arch. of Otolaryngology, Mar. 1936, Vol. 21, No. 3, 196.

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